

CLAIMS

The invention claimed is:

1. A method of appending information to a personal advertisement available on the Internet, the method comprising:

providing a database communicating with the Internet and configured to store information pertaining to data records of personal advertisements;

accessing a selected personal advertisement at a location remote from the database; and

appending a personal greeting to the selected personal advertisement from the remote location.

2. The method in accordance with claim 1 wherein the personal greeting from the remote location comprises at least one of a voice clip and a video clip.

3. The method in accordance with claim 1 and further comprising providing a public telephone network, and identifying a telephone number on the public telephone network on which a user can call a personal advertisement system associated with the database and record a voice clip that provides at least in part the personal greeting.

4. The method in accordance with claim 3 and further comprising providing the database on a website, and, in response to a user accessing the website, the website forwarding a request to the user to input the telephone number to the website.

5. The method in accordance with claim 4 and further comprising the personal advertisement system calling the telephone number and prompting the user to record the voice clip responsive to the user answering the telephone call.

6. The method in accordance with claim 3 wherein identifying a telephone number comprises the personal advertisement presenting a telephone number to the user that enables the user to record the voice clip.

7. The method in accordance with claim 1 and further comprising providing an Internet browser, accessing the database with the Internet browser, and transferring a video clip of the personal greeting to the database for appending to the selected personal advertisement.

8. The method in accordance with claim 7 further comprising submitting the video clip to a service provider hosting the personal advertisement for review and one of approval and rejection.

9. The method in accordance with claim 8 and further comprising uploading a prerecorded video greeting.

10. The method in accordance with claim 8 and further comprising activating a webcam at a client, and displaying controls to a user for recording a video greeting.

11. The method in accordance with claim 10 and further comprising recording a video greeting.

12. The method in accordance with claim 11 and further comprising appending the recorded video greeting to the selected personal advertisement.

13. The method in accordance with claim 1 wherein appending a personal greeting comprises calling a telephone-based system component.

14. The method in accordance with claim 13 and further comprising recording a personal voice greeting with the telephone-based system component.

15. The method in accordance with claim 14 and further comprising adding the recorded personal voice greeting to the selected personal advertisement.

16. A method in accordance with claim 15 and further comprising submitting the recorded personal voice greeting to a service provider hosting the personal advertisement for review and one of approval and rejection.

17. A system for appending a personal greeting onto a personal advertisement for presentation on a hosted website over the Internet, comprising:

a client having an input device and a browser;

a communication link; and

a server having memory for storing a database of personal advertisements and at least one of a voice and a video greeting system, the greeting system cooperating with the database and the communication link to enable a user of the client to access a personal advertisement from the database, input a personal greeting to the server from the client, and associate the personal greeting with the personal advertisement.

18. The system of claim 17 wherein the server is further configured to enable a third party at a service provider to access the server and review the personal greeting in order to determine whether the personal greeting is acceptable to be posted on the personal advertisement at the server.

19. The system of claim 17 wherein the server has a voice greeting system that provides a user interface at the client configured to enable the user to input a telephone number to the server in order to enable the server to call the user over a public telephone network and a telephone in order to record a voice greeting.

20. The system of claim 17 wherein the at least one of voice and a video greeting system provides a user interface at the client configured to receive at least one of a video clip and an audio clip from a user at the client.

21. The system of claim 20 wherein the at least one of a voice and a video greeting system is configured to enable a content reviewer to review the at

least one of the video clip and the audio clip to determine whether the clip is acceptable to the content reviewer to host on the server over the Internet.

22. The system of claim 17 wherein the client further comprises an output device, the server has a voice greeting system, and the voice greeting system presents a user at the client via the output device with a telephone number to call the server in order to record a voice clip.

23. The system of claim 22 wherein the voice greeting system presents the user at the user interface of the client with an upload feature to upload a prerecorded sound file to the server for appending to the personal advertisement of the user.

24. The system of claim 17 wherein the communication link comprises an Internet connection.

25. The system of claim 17 wherein the client further comprises at least one of an audio input device and a video input device.

26. The system of claim 25 wherein the client further comprises an audio input device including a microphone.

27. The system of claim 25 wherein the client further comprises a video input device including a digital web camera.

28. The system of claim 17 wherein the server has secondary storage comprising a database into which personal advertisements are stored for hosting on the Internet by the server.

29. The system of claim 17 further comprising a public telephone network for transferring a voice greeting from a user to the server.

30. The system of claim 29 further comprising a telephone communicating with the public telephone network and configured to enable a user to call the server to submit a voice greeting to the server.

31. A method for adding a recorded greeting onto a personal advertisement having textual information about a person, comprising:

providing a database of personal advertisements viewable at distributed locations about a network;

identifying a personal advertisement for a specific person; and

enabling the specific person to submit a recorded personal greeting for review by personnel for a service provider to approve or reject the personal greeting.

32. The method of claim 31 further comprising appending the approved personal greeting to the specific person's identified personal advertisement.

33. The method of claim 31 further comprising identifying a telephone number for communicating between the specific person and a server of the

service provider to enable transfer of a voice greeting to the server over a telephone and a telephone network.

34. The method of claim 31 wherein, prior to enabling, further comprising recording a voice clip and a video clip of the specific person at a client for submission to the service provider.

35. A method for reviewing information about an individual provided in a personal advertisement available on the Internet, the method comprising:

accessing a personal advertisement within a database of a server over the Internet from a client;

from the client, launching a personal greeting of the personal advertisement having a dynamic component; and

at least one of visually or audibly perceiving the dynamic component of the personal greeting.

36. The method of claim 35 further comprising, after perceiving, identifying a potential match between a user of the client and an individual characterized in the personal advertisement at least in part based on perception of the dynamic component of the personal greeting.

37. The method of claim 36 further comprising, subsequent to identifying a potential match, saving the personal advertisement for the potential match into a special memory location of the server for later retrieval and review.